Business Highlight Opportunity

LET THE CHAMBER HELP MARKET YOUR BUSINESS!



One-Time Package Includes:

Mid-Banner in the Chamber's E-Newsletter

- Our newsletter goes out every Friday morning to 2,000 people!
- We have an average email open rate of 44% (industry average is 22.5%).
- We have an average click rate of 23% (industry average is 2.66%).
- Option to purchase top banner spot ($75) as well if available that week.

Post on Chamber Social Media Platforms

- Includes Facebook, Instagram, and X (5,700+ followers & growing).
- Our pages reach over 140k people + 26k visitors annually (organically)!
- Post will be reshared to our Live Local Facebook group (2k members).
- If you're a Downtown Member, we will also reshare the post to the Downtown Facebook page + Downtown Instagram Story - for additional exposure to 3,300+ followers.
- You choose the day you'd like it posted (Tuesday through Saturday).

Shout Out on Chamber Chatter

- Plays on Marshall Radio every Friday. Business would be mentioned during two of the segments.
- Radio show link is shared on the Chamber Facebook and X pages + Marshall Radio X page.

Chamber Website Homepage Feature

- Banner feature on the Chamber website homepage for one week (Monday to Sunday). Graphic will include a link.
- On average, we get about 1,500 visitors to our homepage every 7 days.

Investment Cost: $200

Things to Know:

- You can book the week you would like to highlight your business (if available). The "week" starts on Monday, so when choosing your week, please specify by stating the Monday-date you wish to have.
- You can book as many weeks as you would like to throughout the year.
- Purchase includes the entire package. We will not adjust the package to include just one or two of the included marketing pieces. If necessary, we can exclude part of the package if it doesn't benefit, make sense for, or can't be included for any reason personal to your business.
- All four marketing pieces will be consistent in theme. A focus on one thing for your business should be used for the week you chose (i.e. job openings, a general highlight of your business, an upcoming event). If you book multiple weeks, you can change the focus each of those weeks.
- You will need to provide the information and graphics needed to do the package. If assistance is needed with graphics, we can help for an additional charge of $25+. Different graphics can be used on the social media post. Newsletter banner dimensions are 650 W x 250 H (pixels). Website banner dimensions are 720 W x 300 H (pixels).